

PM-USA WEEKLY PERFORMANCE SUMMARY

WEEKLY INTEGRATED NIELSEN - W/E 8/27/94

ALL OUTLETS COMBINED:

- PM's share grew +0.1 point versus week-ago to 46.6% (its third consecutive weekly gain), with week-to-week advances by Marlboro and OPB partially offset by Basic's decline. On a four week basis PM was off -0.2 points, reflecting losses to OPB and Private Labels.
- Marlboro's weekly share reached its highest level to date at 29.4%, up +0.1 point versus week-ago. Performance likely benefited from the continued roll-out of the 5 pack t-shirt and Menthol B1G1F offers (in select markets). Marlboro's four week share was stable at 29.1%.
- PM OPB's share rebounded +0.1 point versus week ago to 8.8% (its highest level since we/ 7/23), however, four week performance trailed four weeks ago by -0.1 point. PM Discount share was down -0.2 points versus week ago (driven primarily by Basic) to 8.3% , its lowest level this year, while four week performance was down -0.1 point to 8.5%.
- RJR incurred its third consecutive weekly share decline, off -0.1 points versus week ago to 28.6%, with Premium losses offsetting Discount gains.
 - Winston parent (excluding Select) accounted for the majority of the weekly decline (-0.2).
 - Doral posted a +0.2 point weekly gain to 4.9%, moving to within 0.1 point of GPC as the largest Discount entry.
 - On a four week basis, the company's share was up +0.3 points versus four weeks ago to 28.8%, with Doral providing the largest contribution.
- The Discount category declined -0.1 point versus week-ago to 30.9% (matching its lowest level this year), with PL losses offsetting RJR Branded Discount gains by Doral and Monarch. The category's four week performance was flat.

CONVENIENCE STORES:

- PM's weekly share gained +0.1 point versus week-ago to 48.4%, as Marlboro and OPB advances more than offset Basic's loss. On a four week basis, PM's performance was stable versus the prior four week period at 48.1%, with increases by Marlboro and Cambridge offset by OPB and PL declines.
 - Cambridge free product incidence (primarily B3G2F) declined -2 points to 14% from last week's peak level.
- Marlboro's weekly share was up +0.1 point versus week-ago to 32.6% (its highest weekly level to date), while the franchise's four week share advanced +0.2 points versus the prior four week period to 32.1% (also its highest level to date).
 - Marlboro incentive incidence gained +1 point to 14% of c-stores this week, reflecting implementation of the Country Store T-shirt with 5 pack promotion.
 - Marlboro Menthol B1G1F incidence in Regions 1 and 4 expanded to 12% and 24% of stores respectively.
 - Marlboro Menthol weekly share matched last week's peak level at 1.3%.
- RJR's weekly share was off -0.1 point versus week-ago to 27.7%, while up +0.2 points versus four weeks-ago to 27.9% (its highest level since April), driven by Camel and Doral.
 - Camel money-off (19%) incidence continues to remain at a high level.
- The Discount Category's weekly share was off -0.1 point week-to-week to 31.6%, while on a four week basis, the category's performance was stable at 31.9%, with Branded Discount advances (primarily Doral, GPC and Cambridge) more than offsetting PL declines (PM and RJR).
 - Misty's weekly share reached its highest level to date (1.0%), with the brand's B1G1F activity emerging in 8% of stores.

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BENCHMARKS NIELSEN DATA W/E 8/27/94

ALL OUTLETS COMBINED:

- All benchmarks are favorable with the exception of OPB, B&H and Basic Share of Discount.

BENCHMARKS - TOTAL US					
WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED					
	<u>Target</u>	<u>Benchmarks*</u>	<u>4 w/e 27-Aug</u>	<u>Current vs. Benchmark</u>	
Philip Morris	44.3	44.5 (lower limit)	46.3	1.8	Favorable
Marlboro	25.7	26.3 (lower limit)	29.1	2.8	Favorable
OPB	8.8	8.9 (lower limit)	8.8	0.1	Unfavorable
Virginia Slims	2.7	2.7 (lower limit)	2.8	0.1	Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.4	0.1	Unfavorable
Merit	2.8	2.8 (lower limit)	2.8	0.0	Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0	Favorable
Basic Shr. of Discount	15.1	14.5 (lower limit)	14.3	0.2	Unfavorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	31.2	3.3	Favorable
Private Label	8.5	9.0 (upper limit)	7.0	2.0	Favorable

* Revised to reflect 1994 First Revised Forecast.

** Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

CONVENIENCE STORES:

- All share performance benchmarks are favorable with the exception of Other Premium Brands, B&H, Basic share of Discount, Lowest Discount Price and Absolute Price Gap.

BENCHMARKS - TOTAL US					
NIELSEN WEEKLY C-STORE AUDITS					
	<u>Benchmarks</u>	<u>4 w/e 27-Aug</u>	<u>Current vs. Benchmark</u>		
Philip Morris	45.2 (lower limit)	48.1	2.9	Favorable	
Marlboro	28.2 (lower limit)	32.1	3.9	Favorable	
OPB	7.7 (lower limit)	7.5	0.2	Unfavorable	
Virginia Slims	2.3 (lower limit)	2.3	0.0	Favorable	
Benson & Hedges	2.2 (lower limit)	2.0	0.2	Unfavorable	
Merit	2.6 (lower limit)	2.6	0.0	Favorable	
Parliament	0.4 (lower limit)	0.5	0.1	Favorable	
Basic - Shr. of Discount	16.3 (lower limit)	15.0	1.3	Unfavorable	
Discount Category	+2.0 Pts. (upper limit)*	31.9	3.0	Favorable	
Private Label	10.2 (upper limit)	8.1	2.1	Favorable	
Lowest Disc. Price **	\$1.34 (lower limit)	\$1.33	\$0.01	Unfavorable	
Absolute Price Gap ***	\$0.57 (upper limit)	\$0.60	\$0.03	Unfavorable	

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

** Source: Nielsen Weekly Pricing Audits (linear average)

*** Marlboro versus lowest Discount.

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WEEKLY PERFORMANCE SUMMARY & BENCHMARKS

SHIPMENTS W/E 9/9/94

WEEKLY SHIPMENTS:

- Industry volume for the week was below normal at 8.7 billion units, due to the four shipping day Labor Day holiday week and forward buying last week. However, the two week average of 9.8 billion units is above expected.
- Among all competitors, except B+W, average two week shipments were at or above recent average weekly levels. RJR's two week average was driven by primarily higher discount volume.
- PM-USA's average two week shipments of 4.4 billion units remains within recent average shipment levels (4.3 - 4.5 billion) and above forecast.
- Basic's share of Discount (14.5%), currently above benchmark, experienced its first decline in nine weeks.
- PM-USA's current (44.1%) and 13wm (44.9%) shares remain above third quarter target (44.0%).

BENCHMARKS:

- All Shipment benchmarks are favorable with the exception of Benson & Hedges.

BENCHMARKS - TOTAL US					
SHIPMENTS 13 WEEK MOVING					
	<u>Benchmarks</u>		13 Weeks Ending <u>9-Sep</u>	<u>Current vs.</u> <u>Benchmark</u>	
Philip Morris	42.0	(lower limit)	44.9	2.9	Favorable
Marlboro	24.9	(lower limit)	28.4	3.5	Favorable
OPB	7.8	(lower limit)	8.0	0.2	Favorable
Virginia Slims	2.2	(lower limit)	2.4	0.2	Favorable
Benson & Hedges	2.5	(lower limit)	2.4	0.1	Unfavorable
Merit	2.3	(lower limit)	2.4	0.1	Favorable
Parliament	0.6	(lower limit)	0.7	0.1	Favorable
Basic - Shr. of Discount	14.2	(lower limit)	14.5	0.3	Favorable
Discount Category	+2.0 Pts.	(upper limit)*	32.3	2.7	Favorable
Private Label	8.5	(upper limit)	6.3 **	2.2	Favorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 35.0%.

** Reflects most current data for three months ending June 1994.

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INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/27/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk-ago	8/6	8/13	8/20	8/27	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.64	48.12	48.54	46.67	46.47	46.31	45.91	46.28	46.49	46.61	0.12	46.36	46.29	46.26	46.31	-0.16
PM Premium	31.00	34.90	36.50	36.98	37.52	37.76	37.84	37.79	37.31	37.64	37.96	38.25	0.27	37.73	37.66	37.67	37.79	-0.05
PM Discount	10.51	10.56	9.12	9.11	9.00	8.90	8.62	8.49	8.58	8.58	8.47	8.32	-0.15	8.61	8.60	8.58	8.49	-0.13
PM Branded Discount	7.55	7.81	7.29	7.30	7.27	7.17	7.04	7.00	7.09	7.09	6.96	6.83	-0.13	7.05	7.07	7.05	7.00	-0.04
PM Private Label	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.49	1.49	1.51	1.49	-0.02	1.55	1.53	1.52	1.50	-0.09
PM Assorted Promo	0.11	0.03	0.02	0.03	0.01	0.01	0.02	0.03	0.02	0.04	0.04	0.04	0.00	0.01	0.02	0.03	0.03	0.01
R.J. Reynolds	33.58	31.87	29.46	28.99	28.57	28.40	28.54	28.82	28.97	28.87	28.78	28.64	-0.14	28.69	28.79	28.85	28.82	0.28
RJR Premium	16.88	16.72	16.89	16.76	16.83	16.74	16.92	17.04	17.06	17.08	17.13	16.89	-0.24	17.00	17.08	17.08	17.04	0.12
RJR Discount	16.51	15.06	12.52	12.18	11.68	11.60	11.55	11.71	11.84	11.72	11.58	11.68	0.10	11.62	11.64	11.70	11.71	0.16
RJR Branded Discount	11.77	10.43	8.45	8.23	7.83	7.84	7.79	7.99	8.01	7.99	7.86	8.12	0.26	7.83	7.85	7.91	7.99	0.20
RJR Private Label	4.74	4.63	4.06	3.94	3.85	3.76	3.76	3.71	3.83	3.73	3.73	3.56	-0.17	3.79	3.78	3.79	3.71	-0.05
RJR Assorted Promo	0.20	0.09	0.04	0.07	0.06	0.06	0.07	0.07	0.08	0.06	0.07	0.07	0.00	0.07	0.07	0.07	0.07	0.00
Brown & Williamson	10.70	9.81	10.04	10.20	10.32	10.48	10.44	10.36	10.54	10.41	10.22	10.27	0.05	10.42	10.40	10.38	10.36	-0.06
B & W Premium	4.33	3.99	4.14	4.14	4.00	4.14	4.22	4.15	4.15	4.17	4.13	4.14	0.01	4.18	4.18	4.17	4.15	-0.07
B & W Discount	6.37	5.82	5.90	6.06	6.23	6.33	6.22	6.21	6.39	6.23	6.10	6.13	0.03	6.24	6.22	6.22	6.21	-0.01
Lorillard	5.73	5.38	6.40	6.32	6.30	6.28	6.40	6.42	6.36	6.46	6.40	6.48	0.08	6.39	6.41	6.41	6.42	0.02
Lorillard Premium	5.70	5.25	6.10	6.01	5.97	5.97	6.09	6.08	6.03	6.11	6.04	6.15	0.11	6.07	6.08	6.07	6.08	-0.01
Lorillard Discount	0.03	0.13	0.30	0.30	0.33	0.31	0.31	0.34	0.33	0.35	0.35	0.33	-0.02	0.32	0.33	0.34	0.34	0.03
American Tobacco	5.92	5.50	6.28	6.29	6.20	6.15	6.15	6.12	6.17	6.16	6.05	6.11	0.06	6.14	6.15	6.11	6.12	-0.03
American Premium	3.29	3.04	3.16	3.13	3.12	3.10	3.07	3.06	3.09	3.09	3.03	3.03	0.00	3.06	3.08	3.06	3.06	-0.01
American Discount	2.63	2.45	3.12	3.15	3.08	3.05	3.08	3.07	3.08	3.07	3.03	3.08	0.05	3.08	3.07	3.05	3.07	-0.01
Amer Branded Discount	2.20	1.91	2.31	2.36	2.41	2.39	2.40	2.39	2.40	2.37	2.35	2.42	0.07	2.39	2.38	2.37	2.39	-0.01
Amer Private Label	0.43	0.55	0.82	0.79	0.67	0.67	0.68	0.68	0.69	0.70	0.68	0.68	-0.02	0.69	0.69	0.68	0.68	0.00
Liggett	2.31	1.82	2.02	1.95	1.94	1.89	1.86	1.84	1.82	1.73	1.83	1.78	-0.15	1.87	1.84	1.87	1.84	-0.02
Liggett Premium	0.74	0.59	0.56	0.55	0.53	0.52	0.52	0.51	0.55	0.50	0.52	0.49	-0.03	0.53	0.52	0.52	0.51	-0.01
Liggett Discount	1.57	1.24	1.46	1.40	1.41	1.37	1.34	1.33	1.38	1.23	1.41	1.28	-0.13	1.35	1.32	1.35	1.33	-0.01
Lig Branded Discount	0.36	0.27	0.35	0.36	0.34	0.30	0.28	0.22	0.22	0.24	0.22	0.19	-0.03	0.27	0.25	0.24	0.22	-0.06
Lig Private Label	1.22	0.97	1.11	1.04	1.07	1.07	1.06	1.11	1.15	1.00	1.19	1.10	-0.09	1.08	1.07	1.11	1.11	0.05
A/O Co - International	0.13	0.12	0.16	0.15	0.14	0.14	0.14	0.12	0.13	0.12	0.12	0.11	-0.01	0.13	0.13	0.12	0.12	-0.02

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Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/27/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk ago	8/6	8/13	8/20	8/27	Diff vs. 4w ago
Philip Morris	41.63	45.50	45.84	46.12	46.54	46.67	46.47	46.31	45.91	46.28	46.49	46.81	0.12	46.36	46.29	46.26	46.31	-0.16
PM Premium-Shr Prem	50.04	54.08	54.16	54.70	55.10	55.31	55.07	55.03	54.68	54.84	55.15	55.45	0.30	54.98	54.86	54.90	55.03	-0.04
PM Discount-Shr Disc	27.88	29.91	28.08	28.25	28.32	28.15	27.67	27.22	27.11	27.48	27.34	26.96	-0.38	27.54	27.56	27.40	27.22	-0.45
PM Brd Disc-Shr Brd	26.63	29.55	29.54	29.60	29.71	29.37	29.22	28.92	28.95	29.16	29.15	28.39	-0.76	29.22	29.28	29.17	28.92	-0.30
PM PL- Shr PL	31.68	30.95	23.47	23.86	23.67	24.00	22.39	21.37	20.81	21.58	21.25	21.90	0.65	21.86	21.69	21.36	21.37	-1.02
Marlboro	22.04	26.63	27.39	27.90	28.46	28.85	29.01	29.05	28.60	28.90	29.30	29.44	0.14	28.92	28.88	28.94	29.05	0.04
Red	8.04	9.79	9.94	10.11	10.02	9.97	10.31	10.42	10.28	10.31	10.55	10.56	0.01	10.32	10.34	10.38	10.42	0.11
Lights NM	9.85	11.70	12.46	12.75	12.72	12.59	12.91	13.08	12.83	13.04	13.13	13.31	0.18	12.93	12.97	12.99	13.08	0.17
Gold	2.01	2.46	2.42	2.45	2.47	2.54	2.54	2.53	2.49	2.51	2.58	2.54	-0.04	2.52	2.50	2.52	2.53	-0.01
Medium	1.37	1.62	1.54	1.55	1.55	1.58	1.61	1.62	1.61	1.61	1.63	1.62	-0.01	1.61	1.61	1.62	1.62	0.01
Menthol	0.59	0.95	0.92	0.93	0.96	0.98	0.99	1.02	0.97	1.00	1.05	1.07	0.02	0.99	0.99	1.01	1.02	0.03
Other PM Premium	9.06	8.30	9.12	9.09	9.06	8.91	8.83	8.76	8.72	8.77	8.71	8.84	0.13	8.82	8.80	8.75	8.76	-0.07
Benson & Hedges	2.53	2.39	2.60	2.64	2.61	2.51	2.42	2.39	2.35	2.40	2.37	2.43	0.06	2.40	2.40	2.38	2.39	-0.03
Merit	2.90	2.56	2.88	2.86	2.87	2.83	2.84	2.82	2.83	2.80	2.82	2.82	0.00	2.84	2.84	2.83	2.82	-0.02
Virginia Slims	2.91	2.65	2.91	2.87	2.88	2.84	2.84	2.83	2.83	2.82	2.83	2.85	0.02	2.85	2.84	2.83	2.83	-0.01
Parliament	0.53	0.52	0.56	0.55	0.56	0.57	0.57	0.57	0.55	0.59	0.55	0.59	0.04	0.56	0.56	0.56	0.57	0.00
Saratoga	0.12	0.11	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.11	0.10	0.11	0.01	0.10	0.10	0.10	0.10	0.00
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.86	1.94	1.89	1.84	1.80	-0.04	1.88	1.90	1.90	1.86	0.02
Alpine	0.52	0.44	0.43	0.42	0.41	0.41	0.41	0.40	0.40	0.41	0.39	0.39	0.00	0.41	0.40	0.40	0.40	-0.01
Bristol	0.53	0.30	0.22	0.20	0.21	0.19	0.18	0.17	0.17	0.17	0.17	0.17	0.00	0.18	0.17	0.17	0.17	-0.01
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.47	4.48	4.54	4.48	4.38	-0.10	4.49	4.49	4.48	4.47	-0.03
PM Private Label	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.49	1.49	1.51	1.49	-0.02	1.55	1.53	1.52	1.50	-0.09
R J. Reynolds	33.58	31.87	29.46	28.99	28.57	28.40	28.54	28.82	28.97	28.87	28.78	28.64	-0.14	28.69	28.79	28.85	28.82	0.28
RJR Premium- Shr Prem	27.24	25.90	25.07	24.80	24.71	24.52	24.62	24.81	25.00	24.89	24.87	24.48	-0.39	24.77	24.88	24.90	24.81	0.19
RJR Discount- Shr Disc	43.78	42.65	38.53	37.71	36.74	36.67	37.06	37.53	37.41	37.52	37.37	37.84	0.47	37.18	37.27	37.43	37.53	0.47
Brown & Williamson	10.70	9.81	10.04	10.20	10.32	10.48	10.44	10.36	10.54	10.41	10.22	10.27	0.05	10.42	10.40	10.38	10.36	-0.08
B & W Premium- Shr Prem	6.99	6.18	6.15	6.12	6.01	6.07	6.14	6.04	6.08	6.08	6.00	6.00	0.00	6.10	6.09	6.07	6.04	-0.10
B & W Discount- Shr Disc	16.89	16.49	18.16	18.78	19.61	20.03	19.95	19.92	20.21	19.96	19.67	19.85	0.18	19.96	19.92	19.89	19.92	-0.03
Lorillard	5.73	5.38	6.40	6.32	6.30	6.28	6.40	6.42	6.36	6.46	6.40	6.48	0.08	6.39	6.41	6.41	6.42	0.02
Lorillard Premium- Shr Prem	9.20	8.14	9.05	8.89	8.77	8.75	8.86	8.86	8.84	8.90	8.77	8.91	0.14	8.85	8.86	8.85	8.86	0.00
Lorillard Discount- Shr Disc	0.09	0.36	0.93	0.94	1.03	0.98	1.00	1.09	1.04	1.11	1.14	1.07	-0.07	1.02	1.06	1.09	1.09	0.09
American Tobacco	5.92	5.50	6.28	6.29	6.20	6.15	6.15	6.12	6.17	6.16	6.05	6.11	0.06	6.14	6.15	6.11	6.12	-0.03
American Premium- Shr Prem	5.32	4.72	4.69	4.63	4.58	4.53	4.47	4.45	4.52	4.50	4.39	4.40	0.01	4.46	4.48	4.46	4.45	-0.02
American Discount- Shr Disc	6.97	6.95	9.62	9.78	9.68	9.66	9.88	9.83	9.75	9.83	9.77	9.98	0.21	9.85	9.84	9.74	9.83	-0.05
Liggett	2.31	1.82	2.02	1.95	1.94	1.89	1.86	1.84	1.92	1.73	1.93	1.78	-0.15	1.87	1.84	1.87	1.84	-0.02
Liggett Premium- Shr Prem	1.19	0.91	0.83	0.81	0.77	0.76	0.75	0.75	0.80	0.73	0.75	0.71	-0.04	0.77	0.76	0.76	0.75	0.00
Liggett Discount- Shr Disc	4.18	3.50	4.50	4.34	4.43	4.33	4.30	4.25	4.35	3.95	4.56	4.16	-0.40	4.31	4.22	4.31	4.25	-0.05

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Source: Nielsen Integrated Panel.

INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/27/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk ago	8/6	8/13	8/20	8/27	Diff vs. 4w ago
Marlboro	22.04	26.63	27.39	27.90	28.46	28.85	29.01	29.05	28.60	28.90	29.30	29.44	0.14	28.92	28.88	28.94	29.05	0.04
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.63	1.11	0.55	0.27	0.33	0.30	0.23	0.20	-0.03	0.44	0.36	0.31	0.27	-0.28
Winston	5.61	6.10	5.97	5.80	5.86	5.94	6.11	6.13	6.14	6.14	6.22	6.03	-0.19	6.15	6.18	6.18	6.13	0.02
Winston Select	0.43	0.58	0.92	0.84	0.92	1.02	1.23	1.26	1.23	1.28	1.28	1.25	-0.03	1.25	1.28	1.27	1.26	0.03
Winston Select Lights	0.00	0.07	0.54	0.47	0.51	0.56	0.66	0.69	0.66	0.70	0.69	0.70	0.01	0.68	0.69	0.68	0.69	0.03
GPC	4.48	4.13	4.42	4.64	4.88	5.01	5.02	5.09	5.23	5.13	4.99	5.01	0.02	5.06	5.06	5.07	5.09	0.07
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.47	4.48	4.54	4.48	4.38	-0.10	4.49	4.49	4.48	4.47	-0.03
Doral	4.27	4.66	4.68	4.53	4.36	4.45	4.54	4.82	4.76	4.88	4.72	4.91	0.19	4.61	4.68	4.73	4.82	0.28
Camel	3.82	3.88	4.25	4.38	4.41	4.31	4.36	4.45	4.44	4.47	4.42	4.46	0.04	4.40	4.44	4.43	4.45	0.09
Camel Filters	3.08	3.21	3.61	3.74	3.76	3.66	3.70	3.80	3.79	3.82	3.76	3.81	0.05	3.75	3.78	3.77	3.80	0.10
Camel Special Lights	0.08	0.50	0.55	0.62	0.60	0.53	0.49	0.48	0.48	0.50	0.47	0.48	0.01	0.49	0.49	0.48	0.48	-0.01
Camel Non-Filter	0.74	0.67	0.64	0.64	0.65	0.65	0.66	0.65	0.65	0.65	0.66	0.64	-0.02	0.66	0.66	0.66	0.65	-0.01
Salem	4.22	3.91	3.96	3.92	3.91	3.88	3.88	3.88	3.88	3.88	3.90	3.87	-0.03	3.88	3.88	3.89	3.88	0.00
Newport	3.24	3.17	3.90	3.84	3.84	3.87	4.01	3.97	3.93	3.99	3.94	4.02	0.08	3.98	3.98	3.97	3.97	-0.04
Kool	3.27	3.01	3.09	3.11	3.07	3.13	3.19	3.12	3.14	3.16	3.10	3.08	-0.02	3.16	3.16	3.15	3.12	-0.07
Virginia Slims	2.91	2.65	2.91	2.87	2.88	2.84	2.84	2.83	2.83	2.82	2.83	2.85	0.02	2.85	2.84	2.83	2.83	-0.01
Ment	2.90	2.56	2.88	2.86	2.87	2.83	2.84	2.82	2.83	2.80	2.82	2.82	0.00	2.84	2.84	2.83	2.82	-0.02
Benson & Hedges	2.53	2.39	2.60	2.84	2.61	2.51	2.42	2.39	2.35	2.40	2.37	2.43	0.06	2.40	2.40	2.38	2.39	-0.03
Monarch	2.81	2.43	2.03	2.06	1.91	1.94	1.89	1.86	1.87	1.81	1.83	1.83	0.10	1.87	1.83	1.84	1.86	-0.03
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.86	1.94	1.89	1.84	1.80	-0.04	1.88	1.90	1.90	1.86	0.02
Vantage	1.72	1.49	1.45	1.40	1.42	1.38	1.36	1.37	1.38	1.40	1.37	1.33	-0.04	1.36	1.38	1.38	1.37	0.01
Carlton	1.38	1.32	1.39	1.39	1.38	1.36	1.33	1.33	1.33	1.35	1.32	1.33	0.01	1.33	1.33	1.33	1.33	0.00
Montclair	0.93	0.83	1.14	1.20	1.25	1.22	1.22	1.21	1.24	1.21	1.20	1.20	0.00	1.21	1.22	1.21	1.21	-0.01
Best Value	3.51	2.27	1.19	1.13	1.07	0.98	0.93	0.91	0.94	0.90	0.91	0.89	-0.02	0.92	0.92	0.92	0.91	-0.02
Pall Mall	1.17	1.06	1.09	1.07	1.07	1.07	1.08	1.06	1.08	1.08	1.05	1.04	-0.01	1.07	1.07	1.07	1.06	-0.02
Misty	0.88	0.83	1.03	1.03	1.05	1.06	1.09	1.09	1.08	1.08	1.07	1.13	0.06	1.08	1.08	1.08	1.09	0.00
Kent	1.28	1.15	1.07	1.05	1.01	1.00	1.01	1.02	1.01	1.03	1.02	1.04	0.02	1.02	1.02	1.01	1.02	0.01
Viceroy	1.05	0.93	0.95	0.93	0.91	0.89	0.83	0.81	0.81	0.81	0.80	0.83	0.03	0.81	0.81	0.81	0.81	-0.02
Capri	0.58	0.58	0.69	0.69	0.69	0.69	0.70	0.71	0.70	0.70	0.70	0.74	0.04	0.70	0.70	0.70	0.71	0.01
Now	0.80	0.68	0.66	0.65	0.64	0.62	0.62	0.62	0.62	0.61	0.63	0.62	-0.01	0.62	0.62	0.62	0.62	0.00
More	0.70	0.64	0.61	0.60	0.60	0.60	0.58	0.58	0.59	0.58	0.59	0.58	-0.01	0.59	0.59	0.59	0.58	0.00

* Top 25 is Based on All Outlets Combined

2045419598

Source: Nielsen Integrated Panel.

INTEGRATED DISCOUNT PERFORMANCE ALL OUTLETS COMBINED WEEK ENDING 8/27/94																		
	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk ago	8/6	8/13	8/20	8/27	Diff vs. 4w ago
PRIVATE LABEL																		
PM PL	2.98	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.49	1.49	1.51	1.49	-0.02	1.55	1.53	1.52	1.50	-0.09
RJR PL	4.74	4.63	4.06	3.94	3.85	3.76	3.76	3.71	3.83	3.73	3.73	3.56	-0.17	3.79	3.78	3.79	3.71	-0.05
American PL	0.43	0.55	0.82	0.79	0.67	0.67	0.68	0.68	0.69	0.70	0.68	0.66	-0.02	0.69	0.69	0.68	0.68	0.00
Liggett PL	1.22	0.97	1.11	1.04	1.07	1.07	1.06	1.11	1.15	1.00	1.19	1.10	-0.09	1.08	1.07	1.11	1.11	0.05
Total PL	9.35	8.90	7.83	7.58	7.33	7.23	7.09	7.00	7.16	6.92	7.10	6.80	-0.30	7.11	7.07	7.09	7.00	-0.09
PL Share of Segment																		
PM PL	31.68	30.95	23.47	23.86	23.67	24.00	22.39	21.37	20.81	21.58	21.25	21.90	0.65	21.86	21.69	21.36	21.37	-1.02
RJR PL	50.72	52.01	51.93	51.92	52.55	51.95	53.04	53.06	53.48	53.88	52.50	52.34	-0.16	53.24	53.50	53.44	53.06	0.02
American PL	4.59	6.16	10.45	10.47	9.15	9.24	9.63	9.72	9.60	10.10	9.51	9.67	0.16	9.68	9.69	9.55	9.72	0.09
Liggett PL	13.01	10.88	14.15	13.75	14.63	14.80	14.94	15.85	16.11	14.44	16.74	16.10	-0.64	15.21	15.12	15.65	15.85	0.91
BRANDED DISCOUNT																		
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.47	4.48	4.54	4.48	4.38	-0.10	4.49	4.49	4.48	4.47	-0.03
Best Value	3.51	2.27	1.19	1.13	1.07	0.98	0.93	0.91	0.94	0.90	0.91	0.89	-0.02	0.92	0.92	0.92	0.91	-0.02
Monarch	2.81	2.43	2.03	2.06	1.91	1.94	1.89	1.86	1.87	1.81	1.83	1.93	0.10	1.87	1.83	1.84	1.86	-0.03
GPC	4.48	4.13	4.42	4.64	4.88	5.01	5.02	5.09	5.23	5.13	4.99	5.01	0.02	5.06	5.06	5.07	5.09	0.07
Raleigh Extra	0.65	0.63	0.46	0.43	0.40	0.39	0.33	0.27	0.30	0.25	0.27	0.25	-0.02	0.32	0.30	0.29	0.27	-0.06
Doral	4.27	4.66	4.88	4.53	4.36	4.45	4.54	4.82	4.76	4.88	4.72	4.91	0.19	4.61	4.68	4.73	4.82	0.28
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.86	1.94	1.89	1.84	1.80	-0.04	1.88	1.90	1.90	1.86	0.02
Viceroy	1.05	0.93	0.95	0.93	0.91	0.89	0.83	0.81	0.81	0.81	0.80	0.83	0.03	0.81	0.81	0.81	0.81	-0.02
Misty	0.88	0.83	1.03	1.03	1.05	1.06	1.09	1.09	1.08	1.08	1.07	1.13	0.06	1.08	1.08	1.08	1.09	0.00
Montclair	0.93	0.83	1.14	1.20	1.25	1.22	1.22	1.21	1.24	1.21	1.20	1.20	0.00	1.21	1.22	1.21	1.21	-0.01
Alpine	0.52	0.44	0.43	0.42	0.41	0.41	0.41	0.40	0.40	0.41	0.39	0.39	0.00	0.41	0.40	0.40	0.40	-0.01
Old Gold	0.15	0.16	0.31	0.31	0.33	0.32	0.32	0.34	0.33	0.35	0.35	0.34	-0.01	0.32	0.33	0.34	0.34	0.02
Sterling	0.55	0.53	0.21	0.19	0.18	0.16	0.14	0.13	0.15	0.13	0.13	0.13	0.00	0.15	0.14	0.14	0.13	-0.01
Bristol	0.53	0.30	0.22	0.20	0.21	0.19	0.18	0.17	0.17	0.17	0.17	0.17	0.00	0.18	0.17	0.17	0.17	-0.01
Magna	0.41	0.39	0.19	0.17	0.16	0.17	0.15	0.14	0.15	0.14	0.13	0.13	0.00	0.15	0.15	0.14	0.14	-0.01
Pyramid	0.21	0.15	0.16	0.15	0.13	0.10	0.09	0.08	0.08	0.09	0.08	0.08	0.00	0.09	0.09	0.08	0.08	-0.01
Riviera	0.12	0.09	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.00	0.03	0.03	0.02	0.02	-0.01
Bucks	0.11	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.00	0.05	0.04	0.04	0.04	0.00
American FTL's	0.08	0.06	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Covington	0.00	0.00	0.04	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	-0.02
A/O Branded Discount	0.73	0.56	0.57	0.54	0.53	0.52	0.46	0.43	0.44	0.42	0.41	0.38	-0.03	0.45	0.44	0.45	0.43	-0.03
Total Branded Discount	28.36	26.41	24.67	24.67	24.46	24.39	24.08	24.19	24.49	24.32	23.89	24.07	0.18	24.14	24.14	24.16	24.19	0.11
Basic Share of Discount	10.60	14.00	14.23	14.58	14.75	14.60	14.44	14.33	14.17	14.52	14.46	14.18	-0.28	14.38	14.40	14.35	14.33	-0.11
Total Discount Category	37.70	35.31	32.49	32.25	31.79	31.63	31.17	31.19	31.64	31.24	30.99	30.87	-0.12	31.25	31.22	31.25	31.19	0.02

2045419599

Source: Nielsen Integrated Panel.

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
August 27, 1994 (4WM)	<u>46.31</u>	<u>28.82</u>	<u>10.36</u>	<u>6.12</u>	<u>6.42</u>	<u>1.84</u>
	4.68	(4.76)	(0.34)	0.20	0.69	(0.47)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	61.96	37.70	28.36	9.35
August 27, 1994 (4WM)	<u>68.68</u>	<u>31.19</u>	<u>24.19</u>	<u>7.00</u>
	6.72	(6.51)	(4.17)	(2.35)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	22.04	9.06	5.61	0.43	3.82
August 27, 1994 (4WM)	<u>29.05</u>	<u>8.76</u>	<u>6.13</u>	<u>1.26</u>	<u>4.45</u>
	7.01	(0.30)	0.52	0.83	0.63

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base March 1993	4.22	1.72	0.80	3.27	3.24
August 27, 1994 (4WM)	<u>3.88</u>	<u>1.37</u>	<u>0.62</u>	<u>3.12</u>	<u>3.97</u>
	(0.34)	(0.35)	(0.18)	(0.15)	0.73

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
August 27, 1994 (4WM)	<u>4.47</u>	<u>1.86</u>	<u>0.40</u>	<u>4.82</u>	<u>1.09</u>	<u>1.21</u>	<u>1.86</u>	<u>0.91</u>	<u>5.09</u>
	0.47	(0.39)	(0.12)	0.55	0.21	0.28	(0.95)	(2.60)	0.61

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	2.96	4.74	1.22	0.43
August 27, 1994 (4WM)	<u>1.50</u>	<u>3.71</u>	<u>1.11</u>	<u>0.68</u>
	(1.46)	(1.03)	(0.11)	0.25

2045419600

NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82
August 27, 1994 (4WM)	<u>46.31</u>	<u>28.82</u>	<u>10.36</u>	<u>6.12</u>	<u>6.42</u>	<u>1.84</u>
	0.81	(3.05)	0.55	0.62	1.04	0.02

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.54	35.31	26.41	8.90
August 27, 1994 (4WM)	<u>68.68</u>	<u>31.19</u>	<u>24.19</u>	<u>7.00</u>
	4.14	(4.12)	(2.22)	(1.90)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	26.63	8.30	6.10	0.58	3.88
August 27, 1994 (4WM)	<u>29.05</u>	<u>8.76</u>	<u>6.13</u>	<u>1.26</u>	<u>4.45</u>
	2.42	0.46	0.03	0.68	0.57

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base July 1993	3.91	1.49	0.68	3.01	3.17
August 27, 1994 (4WM)	<u>3.88</u>	<u>1.37</u>	<u>0.62</u>	<u>3.12</u>	<u>3.97</u>
	(0.03)	(0.12)	(0.06)	0.11	0.80

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
August 27, 1994 (4WM)	<u>4.47</u>	<u>1.86</u>	<u>0.40</u>	<u>4.82</u>	<u>1.09</u>	<u>1.21</u>	<u>1.86</u>	<u>0.91</u>	<u>5.09</u>
	(0.48)	(0.08)	(0.04)	0.16	0.26	0.38	(0.57)	(1.36)	0.96

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	2.75	4.63	0.97	0.55
August 27, 1994 (4WM)	<u>1.50</u>	<u>3.71</u>	<u>1.11</u>	<u>0.68</u>
	(1.25)	(0.92)	0.14	0.13

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. Wk-ago	8/6	8/13	8/20	8/27	Diff vs. 4w-ago
Philip Morris	43.22	47.59	47.62	48.03	48.51	48.57	48.08	48.10	47.65	47.95	48.38	48.44	0.08	48.01	47.96	47.97	48.10	0.02
PM Premium	32.12	38.73	38.37	38.76	39.35	39.69	39.48	39.60	39.10	39.31	39.87	40.14	0.27	39.41	39.35	39.40	39.60	0.12
PM Discount	11.09	10.86	9.25	9.27	9.18	8.88	8.61	8.50	8.54	8.64	8.49	8.31	-0.18	8.60	8.62	8.58	8.50	-0.11
PM Branded Discount	7.54	7.81	6.98	7.02	7.00	6.84	6.79	6.81	6.89	6.93	6.78	6.61	-0.17	6.83	6.87	6.86	6.81	0.02
PM Private Label	3.56	3.05	2.27	2.25	2.16	2.04	1.81	1.69	1.66	1.71	1.71	1.69	-0.02	1.76	1.74	1.72	1.69	-0.12
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	28.59	28.15	27.61	27.47	27.77	27.94	28.13	28.13	27.80	27.67	-0.13	27.90	28.02	28.03	27.94	0.17
RJR Premium	15.48	15.61	15.64	15.60	15.67	15.56	15.87	15.95	16.04	16.08	15.94	15.73	-0.21	15.96	16.07	16.01	15.95	0.08
RJR Discount	18.40	15.72	12.95	12.55	11.94	11.91	11.90	11.99	12.09	12.04	11.86	11.95	0.09	11.94	11.95	12.01	11.99	0.09
RJR Branded Discount	11.43	9.40	7.92	7.72	7.30	7.43	7.39	7.57	7.51	7.62	7.40	7.75	0.35	7.40	7.41	7.47	7.57	0.18
RJR Private Label	6.97	6.32	5.04	4.83	4.84	4.48	4.52	4.42	4.59	4.43	4.46	4.20	-0.26	4.55	4.54	4.54	4.42	-0.10
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.37	10.63	10.79	10.92	10.89	10.80	11.03	10.87	10.62	10.67	0.05	10.87	10.84	10.83	10.90	-0.09
B & W Premium	4.25	3.92	4.11	4.07	4.01	4.07	4.14	4.04	4.03	4.09	4.03	4.03	0.00	4.08	4.08	4.07	4.04	-0.10
B & W Discount	6.77	6.03	6.27	6.56	6.78	6.85	6.76	6.76	7.01	6.78	6.60	6.64	0.04	6.79	6.76	6.76	6.76	0.00
Lorillard	5.74	5.36	6.38	6.28	6.28	6.32	6.47	6.39	6.33	6.44	6.37	6.43	0.06	6.42	6.43	6.41	6.39	-0.08
Lorillard Premium	5.72	5.26	6.12	6.01	5.98	6.04	6.18	6.08	6.03	6.12	6.04	6.14	0.10	6.13	6.13	6.09	6.08	-0.10
Lorillard Discount	0.02	0.11	0.26	0.27	0.30	0.28	0.28	0.31	0.30	0.32	0.33	0.29	-0.04	0.29	0.30	0.31	0.31	0.03
American Tobacco	4.76	4.62	5.42	5.42	5.31	5.24	5.22	5.19	5.18	5.21	5.11	5.25	0.14	5.20	5.20	5.15	5.19	-0.03
American Premium	2.26	2.09	2.15	2.15	2.14	2.12	2.11	2.07	2.05	2.12	2.06	2.05	-0.01	2.09	2.10	2.08	2.07	-0.04
American Discount	2.50	2.53	3.27	3.26	3.17	3.13	3.11	3.12	3.13	3.09	3.05	3.19	0.14	3.11	3.09	3.06	3.12	0.01
Amer Branded Discount	1.97	1.80	2.17	2.22	2.31	2.28	2.28	2.29	2.31	2.24	2.24	2.39	0.15	2.28	2.27	2.25	2.29	0.01
Amer Private Label	0.53	0.73	1.10	1.04	0.85	0.84	0.84	0.82	0.82	0.85	0.81	0.80	-0.01	0.84	0.82	0.81	0.82	-0.02
Liggett	1.37	1.09	1.56	1.45	1.46	1.43	1.47	1.53	1.61	1.35	1.88	1.47	-0.21	1.51	1.48	1.55	1.53	0.06
Liggett Premium	0.42	0.34	0.28	0.28	0.26	0.25	0.25	0.26	0.29	0.24	0.27	0.25	-0.02	0.26	0.26	0.27	0.26	0.01
Liggett Discount	0.95	0.75	1.28	1.17	1.20	1.18	1.22	1.26	1.32	1.10	1.41	1.23	-0.18	1.25	1.22	1.28	1.26	0.04
Lig Branded Discount	0.38	0.23	0.18	0.21	0.20	0.19	0.19	0.12	0.12	0.14	0.13	0.08	-0.05	0.17	0.15	0.14	0.12	-0.07
Lig Private Label	0.57	0.52	1.09	0.96	1.00	0.99	1.03	1.15	1.19	0.96	1.28	1.14	-0.14	1.08	1.07	1.14	1.15	0.12
A/O Co-International	0.01	0.05	0.05	0.04	0.05	0.06	0.09	0.06	0.07	0.06	0.06	0.06	0.00	0.08	0.08	0.07	0.06	-0.03

2045419602

Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk-ago	8/6	8/13	8/20	8/27	Diff vs. 4wk-ago
Philip Morris	43.22	47.59	47.62	48.03	48.51	48.57	48.08	48.10	47.65	47.95	48.36	48.44	0.08	48.01	47.96	47.97	48.10	0.02
PM Premium- Shr Prem	53.31	57.40	57.51	57.92	58.33	58.56	57.96	58.18	57.84	57.79	58.40	58.68	0.28	57.95	57.82	57.95	58.18	0.22
PM Discount- Shr Disc	27.92	30.17	27.81	28.02	28.15	27.56	26.99	26.61	26.38	27.02	26.75	26.28	-0.48	26.88	26.97	26.80	26.61	-0.38
PM Brd Disc- Shr Brd	26.81	30.77	29.36	29.25	29.32	28.66	28.68	28.53	28.54	28.85	28.90	27.83	-1.08	28.76	28.91	28.84	28.53	-0.15
PM PL- Shr PL	30.60	28.73	23.94	24.78	24.93	24.39	22.11	20.93	20.05	21.50	20.66	21.58	0.92	21.44	21.33	20.89	20.93	-1.18
Marlboro	24.43	29.66	30.43	30.84	31.49	31.99	31.91	32.13	31.63	31.81	32.50	32.61	0.11	31.86	31.81	31.94	32.13	0.22
Red	9.12	11.10	11.21	11.31	11.20	11.10	11.51	11.71	11.55	11.53	11.91	11.88	-0.05	11.55	11.58	11.65	11.71	0.20
Lights NM	10.91	12.94	13.76	14.04	13.91	13.73	14.05	14.33	14.07	14.23	14.38	14.61	0.23	14.10	14.15	14.20	14.33	0.28
Gold	2.11	2.58	2.52	2.56	2.55	2.64	2.62	2.61	2.56	2.55	2.89	2.84	-0.05	2.61	2.56	2.59	2.61	-0.01
Medium	1.51	1.83	1.73	1.72	1.73	1.72	1.79	1.81	1.80	1.80	1.83	1.81	-0.02	1.80	1.80	1.80	1.81	0.02
Menthol	0.69	1.11	1.10	1.10	1.12	1.16	1.15	1.22	1.13	1.18	1.26	1.29	0.02	1.16	1.16	1.19	1.22	0.07
Other PM Premium	7.70	7.07	7.94	7.91	7.86	7.71	7.57	7.47	7.47	7.50	7.37	7.53	0.16	7.56	7.54	7.46	7.47	-0.10
Benson & Hedges	2.20	2.09	2.31	2.39	2.35	2.18	2.07	2.02	2.00	2.05	2.00	2.03	0.03	2.04	2.05	2.02	2.02	-0.05
Merit	2.68	2.30	2.70	2.62	2.63	2.63	2.61	2.59	2.63	2.56	2.58	2.58	0.00	2.63	2.62	2.60	2.59	-0.02
Virginia Slims	2.27	2.13	2.35	2.33	2.31	2.30	2.30	2.27	2.28	2.28	2.23	2.29	0.06	2.31	2.29	2.26	2.27	-0.03
Parliament	0.40	0.41	0.45	0.45	0.45	0.47	0.47	0.47	0.43	0.49	0.44	0.49	0.05	0.46	0.46	0.45	0.47	0.00
Saratoga	0.09	0.08	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.08	0.07	0.09	0.02	0.07	0.07	0.07	0.08	0.01
Cambridge	1.46	1.38	1.25	1.32	1.30	1.28	1.39	1.47	1.57	1.49	1.43	1.40	-0.03	1.46	1.51	1.51	1.47	0.08
Alpine	0.40	0.34	0.31	0.31	0.28	0.29	0.30	0.30	0.31	0.32	0.30	0.29	-0.01	0.30	0.30	0.30	0.30	0.00
Bristol	0.51	0.30	0.20	0.18	0.19	0.17	0.16	0.15	0.15	0.16	0.15	0.15	0.00	0.16	0.16	0.15	0.15	-0.01
Basic	4.89	5.59	5.03	5.07	5.08	4.94	4.83	4.79	4.77	4.83	4.82	4.67	-0.15	4.81	4.81	4.81	4.79	-0.04
PM Private Label	3.56	3.05	2.27	2.25	2.16	2.04	1.81	1.69	1.66	1.71	1.71	1.69	-0.02	1.76	1.74	1.72	1.69	-0.12
R.J. Reynolds	33.88	31.33	28.59	28.15	27.61	27.47	27.77	27.94	28.13	28.13	27.80	27.67	-0.13	27.90	28.02	28.03	27.94	0.17
RJR Premium- Shr Prem	25.69	24.39	23.43	23.31	23.23	22.96	23.30	23.43	23.72	23.64	23.36	22.99	-0.36	23.47	23.61	23.55	23.43	0.13
RJR Disc- Shr Disc	46.31	43.66	38.92	37.93	36.69	36.95	37.33	37.54	37.34	37.66	37.37	37.80	0.43	37.34	37.41	37.53	37.54	0.21
Brown & Williamson	11.01	9.95	10.37	10.63	10.79	10.92	10.89	10.80	11.03	10.87	10.62	10.67	0.05	10.87	10.84	10.83	10.80	-0.09
B & W Premium- Shr Prem	7.05	6.12	6.15	6.08	5.95	6.00	6.07	5.94	5.95	6.01	5.90	5.90	0.00	6.00	6.00	5.98	5.94	-0.13
B & W Discount- Shr Disc	17.03	16.76	18.83	19.84	20.83	21.25	21.19	21.16	21.63	21.20	20.79	21.01	0.23	21.22	21.15	21.12	21.16	-0.03
Lorillard	5.74	5.36	6.38	6.28	6.28	6.32	6.47	6.39	6.33	6.44	6.37	6.43	0.07	6.42	6.43	6.41	6.39	-0.08
Lorillard Premium- Shr Prem	9.49	8.22	9.17	8.99	8.87	8.91	9.08	8.94	8.91	9.00	8.85	8.98	0.14	9.01	9.00	8.96	8.94	-0.14
Lorillard Discount- Shr Disc	0.05	0.30	0.77	0.80	0.91	0.86	0.89	0.97	0.92	1.00	1.03	0.92	-0.11	0.91	0.95	0.98	0.97	0.08
American Tobacco	4.76	4.62	5.42	5.42	5.31	5.24	5.22	5.19	5.18	5.21	5.11	5.25	0.14	5.20	5.20	5.15	5.19	-0.03
American Prem- Shr Prem	3.75	3.26	3.22	3.22	3.17	3.12	3.10	3.04	3.03	3.11	3.01	3.00	-0.01	3.07	3.09	3.06	3.04	-0.06
American Discount- Shr Disc	6.29	7.04	9.83	9.87	9.73	9.71	9.76	9.76	9.87	9.66	9.81	10.10	0.49	9.74	9.68	9.57	9.76	0.00
Liggett	1.37	1.09	1.56	1.45	1.46	1.43	1.47	1.53	1.61	1.35	1.68	1.47	-0.20	1.51	1.48	1.55	1.53	0.08
Liggett Premium- Shr Prem	0.69	0.53	0.43	0.41	0.38	0.37	0.37	0.39	0.43	0.36	0.39	0.36	-0.03	0.38	0.38	0.39	0.39	0.02
Liggett Discount- Shr Disc	2.40	2.08	3.83	3.55	3.69	3.65	3.82	3.96	4.06	3.45	4.44	3.88	-0.56	3.91	3.83	4.00	3.96	0.14

2045419603

Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk-ago	8/6	8/13	8/20	8/27	Diff vs. 4wk-ago
Marlboro	24.43	29.66	30.43	30.84	31.49	31.99	31.91	32.13	31.63	31.81	32.50	32.61	0.11	31.86	31.81	31.94	32.13	0.22
Marlboro B4G1F	0.00	0.00	0.00	0.01	0.87	1.53	0.68	0.34	0.41	0.39	0.30	0.27	-0.03	0.54	0.44	0.39	0.34	-0.34
Winston	5.16	5.89	5.48	5.34	5.35	5.49	5.75	5.72	5.78	5.77	5.76	5.56	-0.21	5.78	5.82	5.80	5.72	-0.03
Winston Select	0.51	0.85	1.05	0.94	1.02	1.17	1.41	1.39	1.39	1.44	1.40	1.33	-0.07	1.43	1.45	1.43	1.39	-0.02
Winston Select Lights	0.00	0.08	0.63	0.53	0.58	0.66	0.77	0.77	0.76	0.80	0.76	0.76	0.01	0.78	0.79	0.78	0.77	0.00
GPC	4.95	4.44	4.96	5.32	5.60	5.69	5.73	5.83	6.03	5.88	5.67	5.73	0.05	5.79	5.78	5.80	5.83	0.10
Basic	4.89	5.59	5.03	5.07	5.08	4.94	4.83	4.79	4.77	4.88	4.82	4.67	-0.15	4.81	4.81	4.81	4.79	-0.04
Doral	3.36	3.50	4.03	3.89	3.72	3.86	3.96	4.24	4.08	4.38	4.14	4.35	0.22	4.00	4.09	4.14	4.24	0.28
Camel	4.27	4.34	4.68	4.90	4.93	4.80	4.84	4.95	4.96	4.98	4.90	4.95	0.05	4.90	4.95	4.91	4.95	0.11
Camel Filters	3.66	3.78	4.16	4.38	4.39	4.25	4.29	4.41	4.43	4.44	4.35	4.41	0.06	4.35	4.40	4.37	4.41	0.12
Camel Special Lights	0.12	0.62	0.66	0.78	0.75	0.85	0.58	0.56	0.57	0.59	0.54	0.56	0.02	0.58	0.57	0.57	0.56	-0.02
Camel Non-Filter	0.61	0.55	0.52	0.52	0.54	0.55	0.55	0.54	0.53	0.54	0.55	0.54	-0.01	0.54	0.54	0.54	0.54	-0.01
Salem	3.70	3.33	3.46	3.42	3.42	3.35	3.38	3.36	3.36	3.36	3.37	3.35	-0.02	3.37	3.36	3.36	3.36	-0.02
Newport	3.90	3.74	4.53	4.47	4.48	4.54	4.70	4.59	4.54	4.64	4.55	4.64	0.08	4.64	4.64	4.61	4.59	-0.11
Kool	3.39	3.13	3.22	3.21	3.18	3.23	3.30	3.21	3.21	3.28	3.22	3.15	-0.08	3.25	3.26	3.25	3.21	-0.09
Virginia Slims	2.27	2.13	2.35	2.33	2.31	2.30	2.30	2.27	2.28	2.28	2.23	2.29	0.06	2.31	2.29	2.26	2.27	-0.03
Merit	2.68	2.30	2.70	2.62	2.63	2.63	2.61	2.59	2.63	2.56	2.58	2.58	0.00	2.63	2.62	2.60	2.59	-0.02
Benson & Hedges	2.20	2.09	2.31	2.39	2.35	2.18	2.07	2.02	2.00	2.05	2.00	2.03	0.03	2.04	2.05	2.02	2.02	-0.05
Monarch	4.08	3.34	2.71	2.73	2.53	2.57	2.48	2.41	2.45	2.34	2.35	2.51	0.16	2.45	2.39	2.39	2.41	-0.07
Cambridge	1.46	1.38	1.25	1.32	1.30	1.28	1.39	1.47	1.57	1.49	1.43	1.40	-0.03	1.46	1.51	1.51	1.47	0.08
Vantage	1.41	1.20	1.21	1.15	1.17	1.14	1.13	1.16	1.18	1.21	1.14	1.12	-0.02	1.14	1.17	1.17	1.16	0.03
Carlton	0.89	0.85	0.90	0.92	0.91	0.90	0.87	0.86	0.85	0.88	0.86	0.85	-0.01	0.86	0.87	0.87	0.86	-0.01
Montclair	0.90	0.84	1.19	1.26	1.36	1.31	1.29	1.29	1.33	1.28	1.26	1.30	0.03	1.29	1.29	1.28	1.29	0.00
Best Value	2.88	1.64	0.71	0.67	0.64	0.60	0.59	0.57	0.59	0.55	0.57	0.55	-0.02	0.58	0.57	0.58	0.57	-0.02
Pall Mall	0.85	0.77	0.77	0.77	0.77	0.76	0.78	0.75	0.74	0.78	0.75	0.73	-0.02	0.76	0.77	0.76	0.75	-0.03
Misty	0.75	0.77	0.89	0.86	0.88	0.89	0.93	0.94	0.92	0.91	0.91	1.02	0.11	0.93	0.92	0.91	0.94	0.01
Kent	0.88	0.81	0.73	0.70	0.66	0.65	0.68	0.67	0.66	0.67	0.66	0.69	0.04	0.68	0.68	0.67	0.67	-0.01
Viceroy	0.97	0.84	0.80	0.77	0.75	0.72	0.66	0.65	0.64	0.65	0.64	0.65	0.01	0.64	0.65	0.65	0.65	-0.01
Capri	0.50	0.50	0.63	0.63	0.60	0.60	0.60	0.60	0.59	0.58	0.57	0.66	0.08	0.59	0.58	0.58	0.60	0.00
Now	0.46	0.41	0.40	0.39	0.39	0.38	0.38	0.38	0.38	0.37	0.38	0.37	-0.01	0.38	0.38	0.38	0.38	0.00
More	0.47	0.43	0.40	0.40	0.40	0.40	0.38	0.38	0.38	0.38	0.39	0.37	-0.02	0.39	0.39	0.38	0.38	0.00

* Top 25 is based on All Outlets Combined.

2045419604

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk-ago	8/6	8/13	8/20	8/27	Diff vs. 4wk-ago
Private Label																		
PM PL	3.56	3.05	2.27	2.25	2.16	2.04	1.81	1.69	1.66	1.71	1.71	1.69	-0.02	1.76	1.74	1.72	1.69	-0.12
RJR PL	6.97	6.32	5.04	4.83	4.64	4.48	4.52	4.42	4.59	4.43	4.46	4.20	-0.26	4.55	4.54	4.54	4.42	-0.10
American PL	0.53	0.73	1.10	1.04	0.85	0.84	0.84	0.82	0.82	0.85	0.81	0.80	-0.01	0.84	0.82	0.81	0.82	-0.02
Liggett PL	0.57	0.52	1.09	0.96	1.00	0.99	1.03	1.15	1.19	0.96	1.28	1.14	-0.14	1.08	1.07	1.14	1.15	0.12
Total PL	11.63	10.62	9.50	9.09	8.65	8.35	8.20	8.08	8.26	7.95	8.27	7.84	-0.43	8.23	8.18	8.21	8.08	-0.12
PL Share of Segment																		
PM PL	30.60	28.73	23.94	24.78	24.93	24.39	22.11	20.93	20.05	21.50	20.66	21.58	0.92	21.44	21.33	20.89	20.93	-1.18
RJR PL	59.93	59.52	53.01	53.14	53.65	53.67	55.10	54.71	55.54	55.70	53.96	53.58	-0.38	55.28	55.52	55.34	54.71	-0.39
American PL	4.57	6.87	11.57	11.47	9.88	10.12	10.20	10.18	9.96	10.70	9.85	10.23	0.38	10.16	10.08	9.90	10.18	-0.02
Liggett PL	4.90	4.88	11.49	10.61	11.55	11.81	12.59	14.18	14.45	12.11	15.53	14.61	-0.92	13.12	13.08	13.88	14.18	1.59
BRANDED DISCOUNT																		
Basic	4.89	5.59	5.03	5.07	5.08	4.94	4.83	4.79	4.77	4.88	4.82	4.67	-0.15	4.81	4.81	4.81	4.79	-0.04
Best Value	2.88	1.64	0.71	0.67	0.64	0.60	0.59	0.57	0.59	0.55	0.57	0.55	-0.02	0.58	0.57	0.58	0.57	-0.02
Monarch	4.08	3.34	2.71	2.73	2.53	2.57	2.48	2.41	2.45	2.34	2.35	2.51	0.16	2.45	2.39	2.39	2.41	-0.07
GPC	4.95	4.44	4.96	5.32	5.60	5.69	5.73	5.83	6.03	5.88	5.67	5.73	0.05	5.79	5.78	5.80	5.83	0.10
Raleigh Extra	0.63	0.60	0.43	0.41	0.37	0.38	0.32	0.23	0.27	0.21	0.24	0.22	-0.02	0.31	0.28	0.27	0.23	-0.09
Doral	3.36	3.50	4.03	3.89	3.72	3.86	3.96	4.24	4.08	4.38	4.14	4.35	0.22	4.00	4.09	4.14	4.24	0.28
Cambridge	1.46	1.38	1.25	1.32	1.30	1.28	1.39	1.47	1.57	1.49	1.43	1.40	-0.03	1.46	1.51	1.51	1.47	0.08
Viceroy	0.97	0.84	0.80	0.77	0.75	0.72	0.66	0.65	0.64	0.65	0.64	0.65	0.01	0.64	0.65	0.65	0.65	-0.01
Misty	0.75	0.77	0.89	0.86	0.88	0.89	0.93	0.94	0.92	0.91	0.91	1.02	0.11	0.93	0.92	0.91	0.94	0.01
Montclair	0.90	0.84	1.19	1.26	1.36	1.31	1.29	1.29	1.33	1.28	1.26	1.30	0.03	1.29	1.29	1.28	1.29	0.00
Alpine	0.40	0.34	0.31	0.31	0.28	0.29	0.30	0.30	0.31	0.32	0.30	0.29	-0.01	0.30	0.30	0.30	0.30	0.00
Old Gold	0.13	0.15	0.27	0.27	0.31	0.29	0.29	0.31	0.31	0.32	0.33	0.30	-0.03	0.30	0.31	0.32	0.31	0.02
Sterling	0.49	0.43	0.17	0.16	0.15	0.13	0.12	0.12	0.12	0.11	0.11	0.11	0.00	0.12	0.12	0.12	0.12	0.00
Bristol	0.51	0.30	0.20	0.18	0.19	0.17	0.16	0.15	0.15	0.16	0.15	0.15	0.00	0.16	0.16	0.15	0.15	-0.01
Magna	0.47	0.38	0.20	0.18	0.18	0.18	0.17	0.16	0.18	0.15	0.15	0.15	0.00	0.17	0.16	0.16	0.16	-0.01
Pyramid	0.17	0.11	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.05	0.04	0.03	-0.01	0.04	0.04	0.04	0.04	0.00
Riviera	0.14	0.10	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Bucks	0.13	0.07	0.05	0.04	0.04	0.03	0.04	0.03	0.04	0.03	0.03	0.04	0.00	0.04	0.04	0.03	0.03	-0.01
Richland 20's	0.12	0.07	0.07	0.05	0.05	0.05	0.05	0.04	0.06	0.04	0.04	0.04	0.00	0.05	0.05	0.04	0.04	-0.01
American F/LTs	0.04	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.64	0.48	0.36	0.39	0.36	0.39	0.30	0.24	0.24	0.24	0.25	0.22	-0.01	0.28	0.26	0.26	0.24	-0.06
Total Branded Discount	28.11	25.39	23.78	24.00	23.89	23.87	23.69	23.85	24.13	24.03	23.47	23.77	0.30	23.76	23.77	23.80	23.85	0.16
Basic Share of Discount	12.31	15.53	15.12	15.33	15.61	15.34	15.15	14.99	14.74	15.25	15.19	14.78	-0.41	15.05	15.06	15.01	14.99	-0.16
Total Discount Category	39.73	36.00	33.28	33.09	32.53	32.22	31.89	31.93	32.30	31.98	31.74	31.60	-0.13	31.99	31.95	32.01	31.93	0.04

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Source: Nielsen Integrated Panel.

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
August 27, 1994 (4WM)	<u>48.10</u>	<u>27.94</u>	<u>10.80</u>	<u>5.19</u>	<u>6.39</u>	<u>1.53</u>
	4.88	(5.94)	(0.21)	0.43	0.65	0.16

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	60.26	39.73	28.11	11.63
August 27, 1994 (4WM)	<u>68.07</u>	<u>31.93</u>	<u>23.85</u>	<u>8.08</u>
	7.81	(7.80)	(4.26)	(3.55)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	24.43	7.70	5.16	0.51	4.27
August 27, 1994 (4WM)	<u>32.13</u>	<u>7.47</u>	<u>5.72</u>	<u>1.39</u>	<u>4.95</u>
	7.70	(0.23)	0.56	0.88	0.68

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base March 1993	3.90	3.39	3.70	1.41	0.46
August 27, 1994 (4WM)	<u>4.59</u>	<u>3.21</u>	<u>3.36</u>	<u>1.16</u>	<u>0.38</u>
	0.69	(0.18)	(0.34)	(0.25)	(0.08)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
August 27, 1994 (4WM)	<u>4.79</u>	<u>1.47</u>	<u>0.30</u>	<u>4.24</u>	<u>0.94</u>	<u>1.29</u>	<u>2.41</u>	<u>0.57</u>	<u>5.83</u>
	(0.10)	0.01	(0.10)	0.88	0.19	0.39	(1.67)	(2.31)	0.88

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	3.56	6.97	0.57	0.53
August 27, 1994 (4WM)	<u>1.69</u>	<u>4.42</u>	<u>1.15</u>	<u>0.82</u>
	(1.87)	(2.55)	0.58	0.29

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09
August 27, 1994 (4WM)	<u>48.10</u>	<u>27.94</u>	<u>10.80</u>	<u>5.19</u>	<u>6.39</u>	<u>1.53</u>
	0.51	(3.39)	0.85	0.57	1.03	0.44

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.00	36.00	25.39	10.62
August 27, 1994 (4WM)	<u>68.07</u>	<u>31.93</u>	<u>23.85</u>	<u>8.08</u>
	4.07	(4.07)	(1.54)	(2.54)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	29.66	7.07	5.89	0.65	4.34
August 27, 1994 (4WM)	<u>32.13</u>	<u>7.47</u>	<u>5.72</u>	<u>1.39</u>	<u>4.95</u>
	2.47	0.40	(0.17)	0.74	0.61

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base July 1993	3.74	3.13	3.33	1.20	0.41
August 27, 1994 (4WM)	<u>4.59</u>	<u>3.21</u>	<u>3.36</u>	<u>1.16</u>	<u>0.38</u>
	0.85	0.08	0.03	(0.04)	(0.03)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
August 27, 1994 (4WM)	<u>4.79</u>	<u>1.47</u>	<u>0.30</u>	<u>4.24</u>	<u>0.94</u>	<u>1.29</u>	<u>2.41</u>	<u>0.57</u>	<u>5.83</u>
	(0.80)	0.09	(0.04)	0.74	0.17	0.45	(0.93)	(1.07)	1.39

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<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	3.05	6.32	0.52	0.73
August 27, 1994 (4WM)	<u>1.69</u>	<u>4.42</u>	<u>1.15</u>	<u>0.82</u>
	(1.36)	(1.90)	0.63	0.09

Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94
Philip Morris	66	67	64	65	35	34	33	31	19	22	22	24	17	16	16	15	39	39	35	37
PM Premium	60	60	56	57	23	21	21	20	13	16	16	18	15	15	15	15	39	39	35	37
PM Discount	28	29	30	28	20	22	22	19	10	9	11	12	3	2	2	2				
PM Brd Disc	28	29	30	28	20	22	22	19	10	9	11	12	3	2	2	2				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	52	54	50	50	23	21	21	20	9	13	13	14	1	1	1	1	39	38	35	37
Red	19	21	18	16	14	13	10	9	7	10	10	10	1	1	1	1				
Lights	23	25	24	24	19	18	17	17	6	11	11	10	1	1	1	1				
Medium	15	14	13	13	12	11	9	8	4	6	6	7	0	0	0	0				
PM Other Premium	8	6	6	7	0	0	0	0	4	3	3	4	14	14	14	14				
Benson & Hedges	14	13	13	13	0	0	0	0	2	2	2	1	13	12	12	12				
Merit	6	5	5	5	0	0	0	0	4	3	3	3	3	2	2	2				
Virginia Slims	5	4	3	3	0	0	0	0	2	2	2	2	0	0	0	0	1	1	1	2
Parliament	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	17	18	18	15	14	15	16	14	2	2	2	2	2	1	1	1				
Alpine	2	2	1	1	1	1	1	1	0	0	0	0	1	1	0	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	14	14	16	16	7	7	6	6	9	9	10	11	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	75	75	74	76	23	22	22	23	37	34	34	34	50	49	48	49	33	32	33	34
RJR Premium	73	72	72	74	18	18	18	20	37	34	34	34	44	44	43	44	33	32	33	34
RJR Discount	29	28	28	27	9	7	7	6	0	0	0	0	25	24	24	23				
Brown & Williamson	39	36	38	35	13	12	12	8	8	8	8	7	30	27	28	29	0	1	1	0
B & W Premium	29	28	30	25	13	12	12	8	8	7	7	6	18	17	18	17	0	1	1	0
B & W Discount	20	18	18	19	0	0	0	0	1	1	1	1	20	18	18	19				
Lorillard	44	44	42	43	0	0	0	0	1	1	2	2	43	43	42	42				
Lorillard Premium	42	41	39	39	0	0	0	0	1	1	2	2	41	41	39	38				
Lorillard Discount	11	11	13	12	0	0	0	0	0	0	0	0	11	11	13	12				
American Tobacco	32	31	32	33	2	2	4	9	11	10	10	9	28	26	27	27	1	1	1	1
American Premium	12	10	9	9	1	1	1	1	0	0	0	0	11	10	9	8	1	1	1	1
American Discount	28	28	27	30	1	1	3	8	11	10	10	9	23	22	22	24				
Liggett	7	7	6	8	1	1	1	1	0	0	0	0	6	6	5	7				
Liggett Premium	5	5	4	5	1	1	1	1	0	0	0	0	4	3	3	4				
Liggett Discount	3	3	3	4	0	0	0	0	0	0	0	0	3	3	3	4				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94
Marlboro	52	54	50	50	23	21	21	20	9	13	13	14	1	1	1	1	39	38	35	37
Winston	65	65	65	65	16	16	16	18	24	24	23	22	36	37	36	36	23	22	26	26
Winston Select	49	50	49	50	16	16	16	18	21	21	20	19	31	32	31	31				
Winston Select Lights	46	46	46	47	15	15	15	17	19	18	18	17	28	30	29	29				
Winston Less Select	37	34	38	36	0	0	0	0	7	5	5	4	12	11	11	12				
Winston B3G3F	12	13	14	15	12	13	14	15	0	0	0	0	0	0	0	0				
QPC	15	14	15	17	0	0	0	0	0	0	0	0	15	14	15	17				
Basic	14	14	16	16	7	7	6	6	9	9	10	11	0	0	0	0				
Doral	24	23	22	20	3	2	2	2	0	0	0	0	23	22	21	19				
Camel	52	49	45	48	6	4	4	4	24	19	17	21	20	18	19	19	28	27	24	26
Camel Filter	38	32	30	34	6	4	4	4	24	19	17	21	20	18	19	19				
Camel Wides	5	5	5	7	0	0	0	0	1	1	1	1	4	5	4	6				
Camel Special Lights	26	22	21	22	5	3	3	4	11	9	8	9	15	13	14	13				
Camel Non-Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Salem	6	6	6	6	0	0	0	0	0	0	0	0	5	5	5	5	1	1	1	1
Newport	25	22	21	24	0	0	0	0	1	1	2	2	24	21	21	23				
Kool	20	20	22	19	9	8	9	6	0	0	0	0	14	14	15	15				
Virginia Slims	5	4	3	3	0	0	0	0	2	2	2	2	0	0	0	0	1	1	1	2
Ment	6	5	5	5	0	0	0	0	4	3	3	3	3	2	2	2				
Benson & Hedges	14	13	13	13	0	0	0	0	2	2	2	1	13	12	12	12				
Monarch	10	10	10	10	7	6	6	6	0	0	0	0	4	4	4	4				
Cambridge	17	18	18	15	14	15	16	14	2	2	2	2	2	1	1	1				
Vantage	6	5	5	5	0	0	0	0	0	0	0	0	5	4	4	4	1	0	0	0
Carlton	12	10	9	9	1	1	1	1	0	0	0	0	11	10	9	8	1	1	1	1
Montclair	16	16	15	17	1	1	1	0	6	6	5	5	12	12	12	13				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	20	19	21	23	1	1	3	8	6	5	5	4	15	15	16	16				
Kent	2	2	2	2	0	0	0	0	0	0	0	0	2	2	1	2				
Kent International	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Capri	19	18	15	15	5	5	4	4	8	7	7	6	9	10	8	9				
Now	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0				
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94	8/6/94	8/13/94	8/20/94	8/27/94
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	2	2	2	1	0	0	0	0	0	0	0	0	2	2	2	1				
American PL	0	1	1	1	0	0	0	0	0	0	0	1	0	0	0	0				
Liggett PL	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1				
Total PL	3	3	4	4	0	0	0	0	0	0	0	1	3	3	3	3				
Basic	14	14	16	16	7	7	6	6	9	9	10	11	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	10	10	10	10	7	6	6	6	0	0	0	0	4	4	4	5				
GPC	15	14	15	17	0	0	0	0	0	0	0	0	15	14	15	17				
Raleigh Extra	5	4	5	4	0	0	0	0	0	0	0	0	5	4	5	4				
Doral	24	23	22	20	3	2	2	2	0	0	0	0	23	22	21	19				
Cambridge	17	18	18	15	14	15	16	14	2	2	2	2	2	1	1	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Misty	20	19	21	23	1	1	3	8	6	5	5	4	15	15	16	16				
Montclair	16	16	15	17	1	1	1	0	6	6	5	5	12	12	12	13				
Alpine	2	2	1	1	1	1	1	1	0	0	0	0	1	1	0	1				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	2	1	2	1	0	0	0	0	0	0	0	0	2	1	2	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Magna	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Rivera	2	3	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20's	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F/Lts	0	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	63	59	58	59	27	28	27	28	19	18	19	19	49	44	44	45				
Total Discount	63	59	58	60	27	28	27	28	19	18	19	19	50	45	45	46				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIelsen PRICING AUDIT
NET PACK PRICES - 8/27/94

	JUN 4 1994	JUN 11 1994	JUN 18 1994	JUN 25 1994	JUL 2 1994	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	DIFF VS WAGO
PREMIUM	\$1.92	\$1.92	\$1.92	\$1.92	\$1.91	\$1.91	\$1.92	\$1.91	\$1.91	\$1.92	\$1.92	\$1.92	\$1.92	\$0.00
MARLBORO	\$1.92	\$1.93	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.93	\$1.92	\$1.93	\$1.93	\$0.00
WINSTON	\$1.92	\$1.92	\$1.92	\$1.91	\$1.90	\$1.90	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	-\$0.01
DIFFERENCE	\$0.00	\$0.01	\$0.00	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.02	\$0.02	\$0.01	\$0.02	\$0.03	\$0.01
CAMBRIDGE	\$1.55	\$1.56	\$1.55	\$1.55	\$1.56	\$1.55	\$1.56	\$1.56	\$1.56	\$1.56	\$1.56	\$1.57	\$1.57	\$0.00
DORAL	\$1.49	\$1.49	\$1.50	\$1.49	\$1.48	\$1.47	\$1.47	\$1.47	\$1.46	\$1.47	\$1.46	\$1.47	\$1.47	\$0.00
BASIC	\$1.56	\$1.56	\$1.56	\$1.56	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.57	\$1.56	\$1.56	\$1.56	\$0.00
RJR PRIVATE LABEL	\$1.36	\$1.36	\$1.37	\$1.36	\$1.32	\$1.33	\$1.33	\$1.33	\$1.33	\$1.34	\$1.35	\$1.35	\$1.34	-\$0.01
BEST VALUE	\$1.43	\$1.41	\$1.43	\$1.44	\$1.42	\$1.41	\$1.43	\$1.41	\$1.42	\$1.43	\$1.41	\$1.40	\$1.38	-\$0.02
MONARCH	\$1.49	\$1.49	\$1.48	\$1.48	\$1.48	\$1.47	\$1.48	\$1.49	\$1.47	\$1.49	\$1.48	\$1.49	\$1.49	\$0.00
GPC	\$1.40	\$1.40	\$1.40	\$1.41	\$1.39	\$1.39	\$1.40	\$1.38	\$1.39	\$1.40	\$1.40	\$1.41	\$1.41	\$0.00
MONTCLAIR	\$1.45	\$1.45	\$1.45	\$1.43	\$1.43	\$1.43	\$1.44	\$1.44	\$1.44	\$1.45	\$1.43	\$1.43	\$1.44	\$0.01
ALL AMERICAN VALUE	\$1.46	\$1.47	\$1.51	\$1.54	\$1.46	\$1.43	\$1.45	\$1.51	\$1.49	\$1.49	\$1.45	\$1.46	\$1.49	\$0.03
LOWEST PRIVATE LABEL	\$1.35	\$1.36	\$1.37	\$1.36	\$1.35	\$1.35	\$1.34	\$1.34	\$1.34	\$1.35	\$1.35	\$1.35	\$1.34	-\$0.01
LOWEST BRND DISC (NEW)	\$1.40	\$1.40	\$1.40	\$1.39	\$1.38	\$1.38	\$1.38	\$1.38	\$1.38	\$1.39	\$1.38	\$1.39	\$1.38	-\$0.01
LOWEST DISCOUNT	\$1.34	\$1.34	\$1.34	\$1.34	\$1.33	\$1.32	\$1.33	\$1.33	\$1.32	\$1.34	\$1.33	\$1.34	\$1.33	-\$0.01
MARLBORO														
% GAP	43.3%	44.0%	43.3%	43.3%	44.4%	45.5%	44.4%	44.4%	45.5%	44.0%	44.4%	44.0%	45.1%	1.1%
\$ GAP	\$0.58	\$0.59	\$0.58	\$0.58	\$0.59	\$0.60	\$0.59	\$0.59	\$0.60	\$0.59	\$0.59	\$0.59	\$0.60	\$0.01

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CS Pricing

NIELSEN PRICING AUDIT
NET CARTON PRICES - 8/27/94

	JUN 4 1994	JUN 11 1994	JUN 18 1994	JUN 25 1994	JUL 2 1994	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	DIFF VS WAGQ
PREMIUM	\$16.38	\$16.40	\$16.66	\$16.36	\$16.33	\$16.30	\$16.32	\$16.35	\$16.33	\$16.29	\$16.25	\$16.19	\$16.19	\$0.00
MARLBORO	\$16.45	\$16.48	\$16.41	\$16.43	\$16.44	\$16.40	\$16.41	\$16.44	\$16.43	\$16.44	\$16.46	\$16.39	\$16.43	\$0.04
WINSTON	\$16.34	\$16.37	\$16.35	\$16.29	\$16.23	\$16.17	\$16.21	\$16.23	\$16.18	\$16.09	\$15.98	\$15.87	\$15.82	-\$0.05
DIFFERENCE	\$0.11	\$0.11	\$0.06	\$0.14	\$0.21	\$0.23	\$0.20	\$0.21	\$0.25	\$0.35	\$0.48	\$0.52	\$0.61	\$0.09
CAMBRIDGE	\$13.86	\$13.91	\$13.89	\$13.91	\$13.88	\$13.85	\$13.89	\$13.93	\$14.00	\$13.98	\$13.86	\$13.89	\$13.83	-\$0.06
DORAL	\$13.01	\$13.03	\$12.99	\$12.90	\$12.95	\$12.90	\$12.85	\$12.83	\$12.84	\$12.73	\$12.76	\$12.59	\$12.50	-\$0.09
BASIC	\$13.55	\$13.54	\$13.54	\$13.51	\$13.52	\$13.48	\$13.59	\$13.52	\$13.52	\$13.48	\$13.38	\$13.43	\$13.48	\$0.05
RJR PRIVATE LABEL	\$12.17	\$12.23	\$12.10	\$12.01	\$12.20	\$12.12	\$12.02	\$12.12	\$12.22	\$12.02	\$11.99	\$11.93	\$11.81	-\$0.12
BEST VALUE	\$12.74	\$12.54	\$12.57	\$12.52	\$12.50	\$12.60	\$12.43	\$12.44	\$12.42	\$12.35	\$12.29	\$12.23	\$12.24	\$0.01
MONARCH	\$13.17	\$13.11	\$13.20	\$13.02	\$12.96	\$12.74	\$12.80	\$12.75	\$12.59	\$12.48	\$12.31	\$12.36	\$12.14	-\$0.22
GFC	\$12.22	\$12.15	\$12.21	\$12.15	\$12.21	\$12.19	\$12.32	\$12.26	\$12.29	\$12.27	\$12.18	\$12.04	\$12.22	\$0.18
MONTCLAIR	\$12.82	\$12.78	\$12.83	\$12.79	\$12.75	\$12.75	\$12.78	\$12.80	\$12.80	\$12.73	\$12.59	\$12.68	\$12.54	-\$0.14
ALL AMERICAN VALUE	\$13.48	\$13.41	\$13.50	\$13.38	\$13.36	\$13.20	\$13.29	\$13.40	\$13.70	\$13.32	\$13.30	\$13.31	\$13.07	-\$0.24
LOWEST PRIVATE LABEL	\$11.70	\$11.78	\$11.67	\$11.67	\$11.76	\$11.73	\$11.71	\$11.74	\$11.82	\$11.69	\$11.81	\$11.65	\$11.51	-\$0.14
LOWEST BRND DISC (NEW)	\$12.15	\$12.17	\$12.17	\$12.12	\$12.13	\$12.12	\$12.10	\$12.11	\$12.12	\$11.96	\$11.92	\$11.89	\$11.88	-\$0.01
LOWEST DISCOUNT	\$11.71	\$11.72	\$11.72	\$11.67	\$11.71	\$11.70	\$11.70	\$11.67	\$11.68	\$11.56	\$11.53	\$11.50	\$11.45	-\$0.05
MARLBORO														
% GAP	40.5%	40.6%	40.0%	40.8%	40.4%	40.2%	40.3%	40.9%	40.7%	42.2%	42.8%	42.5%	43.5%	1.0%
\$ GAP	\$4.74	\$4.76	\$4.69	\$4.76	\$4.73	\$4.70	\$4.71	\$4.77	\$4.75	\$4.88	\$4.93	\$4.89	\$4.98	\$0.09

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Supr Pricing